

Welcome to School of Business and Economics

MSc International Business –
Information Management & Business
Intelligence (IMBI)



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Education

Master: Cases in MIS (EBC4038)

Postgraduate: EMFC (Maastricht), EMMA (Paramaribo, Suriname)

Research

Enterprise resource planning (ERP), Online reviews, Technology Acceptance

Member editorial board International Journal of Accounting Information Systems

Track co-chair at European Conference on Information Systems

Information Technology as a Fashion

- Enterprise resource planning
- Data warehousing
- Social media
- Cloud computing
- Green computing
- Big data & Data analytics
- The Internet of Things
- Blockchain technology

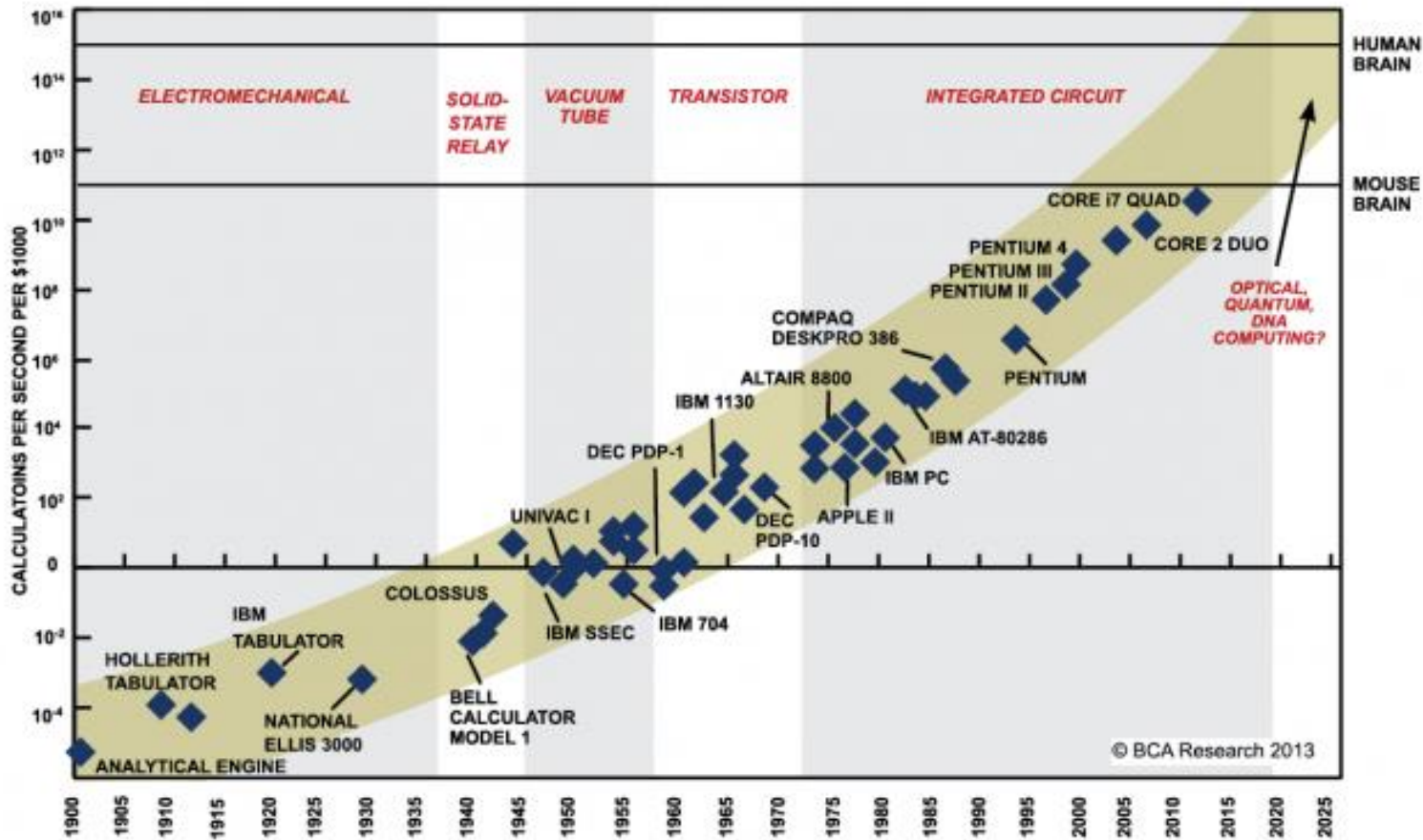
Blockchain in the media



IT Predictions

- “I think there is a world market for maybe five computers.” (*Thomas Watson, chairman of IBM, 1943*)
- “There is no reason anyone would want a computer in their home.” (*Ken Olson, founder of Digital Equipment Corp., 1977*)
- “I predict the Internet will soon go spectacularly supernova and in 1996 catastrophically collapse.” (*Robert Metcalfe, founder of 3Com, 1995*).
- “I see little commercial potential for the Internet for at least ten years.” (*Bill Gates, founder of Microsoft, 1994*)

Moore's Law



SOURCE: RAY KURZWEIL, "THE SINGULARITY IS NEAR: WHEN HUMANS TRANSCEND BIOLOGY", P.67, THE VIKING PRESS, 2006. DATAPPOINTS BETWEEN 2000 AND 2012 REPRESENT BCA ESTIMATES.

Mainframe (80's) versus smartphone



Ease of Use

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C:\>DIR C:\DOS\M*.EXE
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IT and Business: A Problematic Relationship



Some Geeks



Get Involved... or accept the consequences

- IT investments not aligned with business strategy
- Prioritization of IT projects missing
- Lack of standardisation in IT-applications
- No return on IT investments
- 'Blaming & shaming'

Why should you choose Information Management & Business Intelligence?

- Business today cannot function efficiently and effectively without information systems
- Business today needs efficient and fully automated decision making tools
- There are unlimited possibilities for information systems & data analytics in organisations

Information Management vs Computer Science

	IM	CS
Focus	Organization	Software
Objective	More efficient or effective business	Reliable computer program
Core Task	Determine business requirements for information systems	Deliver information systems to meet defined requirements
Theoretical vs. Applied	Balanced	Applied
Typical Starting Job Title	Business Systems Analyst	Application Programmer
University Home	Business Schools	Science College, Technical Universities

From information to business solutions

- Internet & Clouds
- ERP/MRP
- Review systems
- Social & professional networks

Distilled information



Business Intelligence



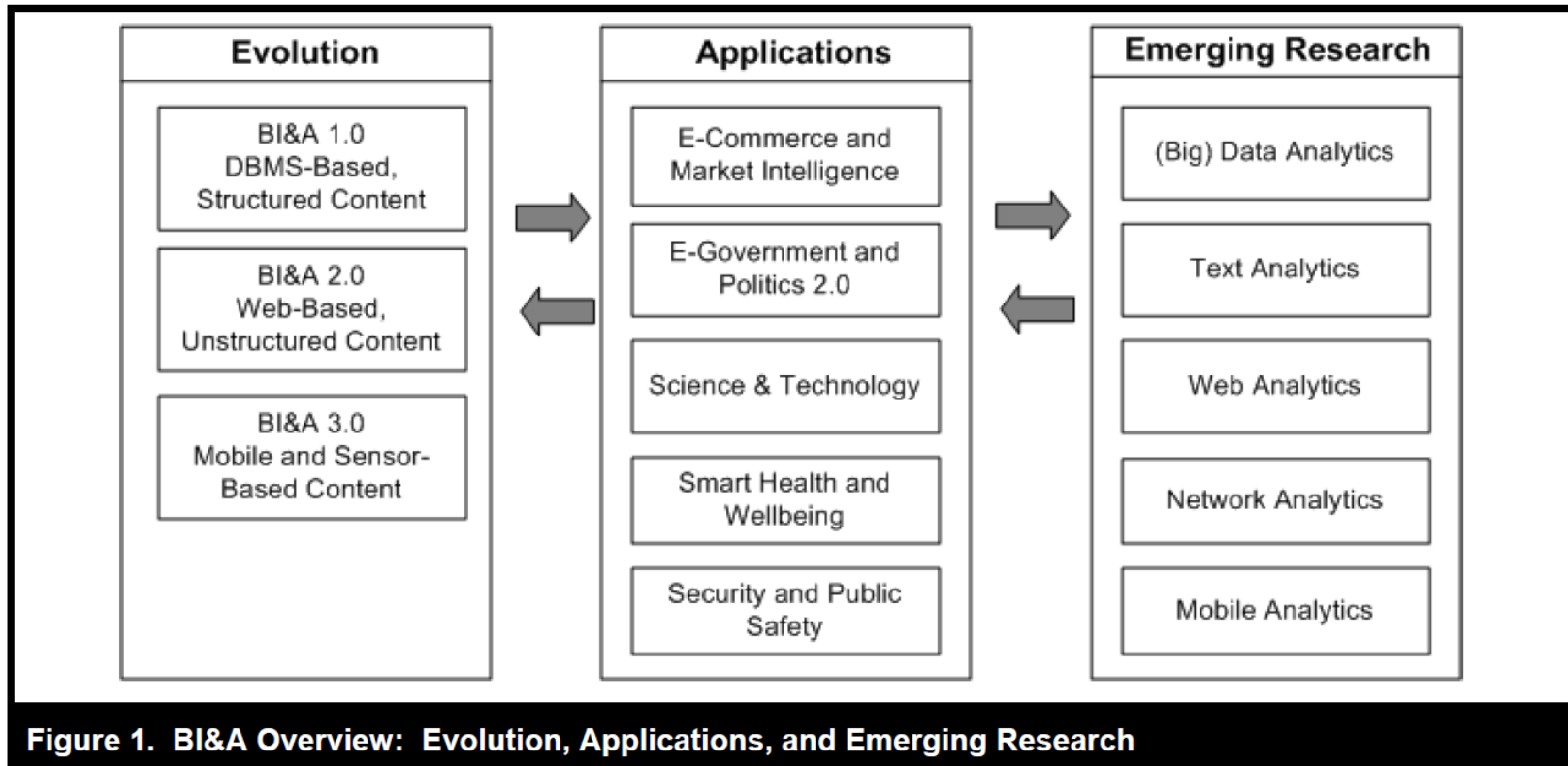
Business solution



Information Management

- The Cost of IT: Managing an IT Budget
- The Value of IT: How to Measure It?
- Setting Investment Priorities
 - Innovation: Emerging Technologies (e.g. internet of things, cloud computing, gamification)
- Project management
 - Change management issues
 - The Runaway Project
- Vendor Partnering (e.g. cloud computing, outsourcing)
- Managing Outsourcing Contracts
- Managing the Applications Portfolio

& ... Business Intelligence



Ethical issues

Display - Course Descriptions X BI The Incredible Story Of How Target Exposed A Teen Girl's Pregnancy X +
https://www.businessinsider.com/the-incredible-story-of-how-target-exposed-a-teen-girls-pregnancy-2012-2?international=true&r=US&IR=T

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The Incredible Story Of How Target Exposed A Teen Girl's Pregnancy

Gus Lubin Feb. 16, 2012, 10:27 AM



Target broke through to a new level of customer tracking with the help of statistical genius Andrew Pole, according to a [New York Times Magazine cover story](#) by Charles Duhigg.



Pole identified 25 products that when purchased together indicate a woman is likely pregnant. The value of this information was that Target could send coupons to the pregnant woman at an expensive and habit-forming period of her life.

Plugged into Target's customer tracking technology, Pole's formula was a beast. Once it even exposed a teen girl's pregnancy:

[A] man walked into a Target outside Minneapolis and demanded to see the manager. He was clutching coupons that had been sent

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I AGREE



What is the specialisation structure? (Start: SEP)

<i>Block</i>	<i>IB/IMBI</i>	
1	Cases in Management Information Systems	Business Analysis
2	Data Management	Business Intelligence Case Study
3	Skills Training: Writing a Master's Thesis	

What is the specialisation structure? (Start: SEP)

<i>Block</i>	<i>IB/IMBI</i>	
4	IT Project Management	Writing the Master's Thesis
5	Business Process Management	
6	Completing the Master's Thesis	

NB. The details of this specialisation could change; before applying, please check www.maastrichtuniversity.nl/sbe for the latest information.

What is the specialisation structure? (Start: FEB)

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What is the specialisation structure? (Start: FEB)

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Cases in Management Information Systems

- Discuss how businesses can use information systems to improve their performance
- Use company cases and academic literature

Block

IB/IMBI

1

Cases in Management
Information Systems

Business Analysis

- Learn modern forecasting techniques and the basics of time series analysis
- Learn how to turn a business problems into a mathematical model and how to solve the model using available software

<i>Block</i>	<i>IB/IMBI</i>	
1		Business Analysis

Data Management

- Data Modelling and SQL
- Relational databases (first part of the course)
- New developments (e.g. Hadoop, MapReduce, second half of the course)
- Gain hands-on skills plus theoretical background

Block

IB/IMBI

2

Data Management

Business Intelligence Case Study

- Learn how to tackle real-life business problems, e.g.,
 - Capacity planning in a hospital
 - Implementing quality control in a hotel
 - Customer segmentation at a bank
 - etc

Block

IB/IMBI

2

Business Intelligence
Case Study

Writing a Master's Thesis

- Understand the basic requirements of a master's thesis
- Develop a high quality research proposal for a master's thesis
- Apply for thesis supervision

Block

IB/IMBI

3

Skills Training:
Writing a Master's Thesis

IT Project Management

- Learn all aspects of managing IT projects
- Integral to every IT related job

Block

IB/IMBI

4

IT Project
Management

Business Process Management

- Understand how information systems and technologies can be used to support operational and managerial business processes
- Understand best practice guidelines for BPMN (Business Process Modeling and Notation)
- Use BPMN to analyze, improve, and automate business processes in a global setting

Block

IB/IMBI

5

Business Process
Management

Master's Thesis

- In-depth study of an IM/BI problem
 - Academic relevance
 - Managerial relevance
 - Case study/internship possibilities
- Scientific study

<i>Block</i>	<i>IB/IMBI</i>	
4		Writing the Master's Thesis
5		
6	Completing the Master's Thesis	

Is IB/IMBI right for you?

- Have an affinity for quantitative reasoning, IT and its potential for organisations
- Be able to think in a logical and structured way
- Have the desire to study and work in an international environment
- Programming / technical / sophisticated mathematical skills are not necessary

Job Prospects are Excellent

- Typical starting positions of IM students
 - IT Consultant (e.g. Accenture, IBM Consulting, PwC)
 - Data analyst (e.g. Henkel)
 - Systems Analyst (e.g. Shell, ING Bank, Cisco Systems)
 - Project Manager (e.g. ABN AMRO)
 - IT vendors (e.g. SAP, Google)
 - Startup (e.g. SpamExperts, i2 Solutions)
- Further down the career path
 - Manager of the IT function in an organisation
 - Chief Information (Knowledge) Officer

Further questions?

www.maastrichtuniversity.nl/sbe

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Or visit us at the information market in Mensa